Webpages accessed 4/25/2022

Numbered links are publicly available at the time of this search and are linked below. Links denoted by a yellow star are internal EPA resources – we have provided a PDF for each webpage. A screenshot is provided for the webpage denoted by the blue star (page 3 of this document).

https://www.epa.gov/webguide/social-media-resources

EPA | United States Environmental Protection Agency

Environmental Topics ∨ | Laws & Regulations ∨ | Report a Violation ∨ | About EPA ∨

Related Topics: Web Guide | Web Policies and Procedures

CONTACT US

Social Media Resources

Formal Policies and Procedures for Using Social Media

All formal social media policies and procedures are available to the public and are located either in the:

(1) EPA Information Directives web area, or
- **(2)** Web Policies and Procedures web area.

The Policy and Procedures for Using Social Media at EPA page in the Information Directives web area links to PDFs of **(4)** these documents:
- Social Media Policy
- Procedures:
  - Using Social Media to Communicate Internally at EPA
  - Using Social Media to Communicate with the Public
  - Representing EPA Online

Other formal policies and procedures:
- **(9)** Procedures for Managing Social Media Records
- **(10)** EPA Comment Policy
  - EPA Comment Policy Guidance ⭐

Related Information

EPA Social Media Platforms **(3)**

Hatch Act and Social Media

- A Guide to Hatch Act for Federal **(5)** Employees (PDF) EXIT
- **(6)** Hatch Act Social Media Guidance Handout (PDF) EXIT
- Social Media Quick Guide (PDF) **(7)** EXIT
- **(8)** Hatch Act FAQs for Federal Employees: Social Media EXIT

Web Guide (Internal) Guidance for EPA Social Media Content Developers

Guidance for specific platforms:
- Eventbrite Guidance ⭐
- Facebook and Twitter Guidance ⭐
- Flickr Guidance ⭐
- GitHub Guidance ⭐
- Instagram Guidance ⭐
- LinkedIn Guidance ⭐
- Nextdoor Guidance ⭐
- Terms of Service Agreements Guidance ⭐
- YouTube Guidance ⭐

Also:
- Office of Multimedia Social Media Guidelines ⭐

Webpages accessed 4/25/2022

1. https://www.epa.gov/irmpoli8
2. https://www.epa.gov/web-policies-and-procedures
3. https://www.epa.gov/web-policies-and-procedures/epa-social-media-platforms
4. https://www.epa.gov/irmpoli8/policy-and-procedures-using-social-media-epa
5. https://osc.gov/Documents/Outreach%20and%20Training/Handouts/A%20Guide%20to%20the%20Hatch%20Act%20for%20Federal%20Employees.pdf
6. https://osc.gov/Documents/Outreach%20and%20Training/Handouts/Hatch%20Act%20Social%20Media%20Guidance%20Handout.pdf
7. https://osc.gov/Documents/Hatch%20Act/Social%20Media%20Quick%20Guide.pdf
8. https://osc.gov/Services/Pages/HatchAct-FAQ.aspx#tabGroup26
9. https://www.epa.gov/irmpoli8/managing-social-media-records-procedure
10. https://www.epa.gov/web-policies-and-procedures/epa-disclaimers#comment-policy

Webpages accessed 4/25/2022

https://work.epa.gov/multimedia/multimedia-production-guidelines#social

🔒 work.epa.gov/multimedia/multimedia-production-guidelines#social

in ☐ Web ☐ Analytics ☐ LEP research ☐ Social Media ☐ Misc - OWC ☐ Govt resources ☐ Data Viz ☐ Coaching ☐ Intranet 🚩 OWC Projects - Pla... ✎ Free Grammar Chec...

Multimedia content for social media

Multimedia in Social Media

Things to consider as you create multimedia content for social media platforms.

Updated: June 2021

Download the multimedia for social media guide

Smartphone Photography

Tips to take photos using a smartphone.

Updated: June 2021

Get the smartphone photography guide

Smartphone Videos

Learn how to capture video using a smartphone.

Updated: June 2021

Get the smartphone videos guide

In-the-Moment Videos

How to capture good in-the-moment videos and the requirements for posting them to social media platforms.

Updated: June 2021

Get the in-the-moment videos guide

EPA

Environmental Topics ⌄   **Laws & Regulations** ⌄   **Report a Violation** ⌄   **About EPA** ⌄

Related Topics: **Web Guide** | **Web Policies and Procedures**

CONTACT US

EPA Comment Policy Guidance

On this page:

- Responding to Comments and Direct Messages on EPA Social Media Accounts
- External Social Media Tools that Allow Comments
- Internal Social Media Tools that Allow Comments
- Documenting Unapproved Comments Other than Spam

Responding to Comments and Direct Messages on EPA Social Media Accounts

Any EPA employee, contractor, or other person who is authorized to use social media on behalf of EPA may respond, as part of their official duties, to comments and direct messages on EPA social media accounts, when there is a factual, public, and relevant answer available, in the following instances:

- Answering a direct question about EPA public engagements, webinars, or publicly available information from a commenter;
- Providing additional resources the public can go to learn more about a specific topic, using the following standard language:
  - For more information on [topic], visit [website], send a message to our [contact us page], or direct message us for an EPA contact.
- Providing critical information on behalf of the Agency during emergency situations;
- Conducting pre-planned official engagements, such as Twitter chats; or
- Responding to a direct message with a canned response written by OPA.

Responses should:

- Direct people to EPA resources or other government information that is publicly available
- Take precautions not to disclose non-public information, such as personal identifiable information (PII) and confidential business information (CBI); and
- Be approved by OPA, if necessary.

Any EPA employee, contractor, or other person who is authorized to use social media on behalf of EPA should avoid responding to commenters that use inappropriate language. Inappropriate comments may be removed from the account as discussed in the section below.

External Social Media Tools that Allow Comments

Use the link for the EPA Comment Policy on all EPA external-facing tools that allow comments.

- EPA Comment Policy

Placement of the EPA Comment Policy link on pages that accept comments will depend on the tool, the page setup, and other considerations. Please contact the Office of Web Communications in OPA for guidance on specific tools.

If comments are removed (after posting) or unapproved (not posted) because they do not meet the comment policy guidelines, then document that decision using the process outlined below. Comments that are spam do not need to be documented.

Note: OPA and OMS are responsible for updating and revising EPA's comment policy with the assistance of OGC to ensure that there are no legal concerns or issues.

Internal Social Media Tools that Allow Comments

There is no standard comment policy language for internal EPA use. Feel free to borrow from the external comment policy. Note that there must be a comment policy if you allow comments; the policy ensures that the EPA community understands the rules and expectations for the tool and employee behavior.

Placement of the comment policy on internal pages/tools that accept comments will depend on the tool, the page setup, and other considerations; however, it must be clear that there is a comment policy.

If comments are removed (after posting) or unapproved (not posted) because they do not meet the comment policy guidelines, then document that decision using the process outlined below.

Documenting Unapproved Comments Other than Spam

Copy the following text into a document and keep a copy of all unapproved comments, and the reason(s) they were not approved:

Unapproved Comments Other than Spam

This document shows all comments, other than spam, that we haven't approved. Potential reasons for not approving a comment:

- contains obscene, indecent, or profane language;
- contains threats or defamatory statements;*
- contains hate speech directed at race, color, gender, sexual orientation, national origin, ethnicity, age, religion, or disability; or
- promotes or endorses services or products (note that non–commercial links that are relevant to the topic or another comment are acceptable);

* When threats or violent comments are received, an incident report should be filed with the security office.

Paste in new ones at the bottom, number them, and add a reason.

Examples of Comment Violations

1) 3/15/2011
Live webcast: Join us March 17 and share your ideas. Help us design a plan we'll use to periodically review regulations.

Comment: Joe Smith - count moldremoval.com to be a part of that I am the social media coordinator and love to be involved with this

Reason: Promotional

2) 3/18/2011
Have you seen our frequently asked questions about the Japan nuclear incident and our monitoring?

Comment: Joseywalesful Daniel - Quite right indeed because I'm stocking up on ammunition that's why I know. (^_^)

Reason: Threatening

3) 5/10/2011

Our new radiation monitoring map provides near-real-time levels in air and lab analysis of precipitation, milk, and drinking water. Each dot still links to a page showing all data, and you can search for your town to see how close the nearest dots are.

Comment: Nate Ham - Why do u think there is only 3 major cell phone companies? listen when all sh** *[asterisks added by EPA]* hits the fan like Egypt and the gov shut down the internet and cell phones think how easy it would be to do in the USA with everyone and there i phone i pad tablet black berry now they have tablet computers THINK how easy it will be for them to shut off your cell phone internet even power

Reason: Profanity

[Contact Us](#) to ask a question, provide feedback, or report a problem.

Related Topics: Web Guide

EPA Event/Webinar Registration Guidance

Event registration can be necessary for some programs to manage attendee count, or to gather information about your attendees. While it is easy to create and manage a Webform in the WebCMS to gather registration information, some users prefer a third-party website such as Zoom for Government or Eventbrite to manage their event registrations.

NOTE: You may only use third-party websites that your office has a paid, contractual account with, websites that have a government-level agreement for use (i.e. Zoom for Government), or third-party websites that have a terms of service agreement with EPA (for a free account) for event registration.

Related Resources

- Webinar/Event Setup Checklist
- How to Create and Modify Forms and Review Results using Webforms (WebCMS)
- EPA Terms of Service Agreements

On this page:

- General Use Guidelines
- Event Information
  - Required Reasonable Accommodation and Privacy Statements
- Registration Information and Records

General Use Guidelines

1. When creating an account for official EPA business, use your epa.gov email address. Do not use a personal account for official EPA business, or to create an official EPA event.
2. To help us track use, please inform your Web Council representative if you plan to use a third-party website for registration.
3. EPA staff are only authorized to use the FREE account features for websites on EPA's Terms of Service Agreement webpage. Learn more about EPA's Terms of Service Agreements.
4. Refer to the Webinar/Event Setup Checklist for important information about setting up your event.

Event Information

Title

- Your event title should follow this format: U.S. EPA <Event Title>
  Example: U.S. EPA 2014 Grape Jelly Release Conference
- Make clear the type of event (meeting, conference, hearing, etc.). Keep the title brief, but descriptive.

Organizer Name

- The organizer name should follow this format: U.S. EPA: <Hosting Office/Division/Center Name>
  Example: U.S. EPA: Office of Research and Development

Event Type and Topic

- Make clear the type of event (meeting, conference, hearing, etc.).
- Include a general description of the topic(s) you plan to cover (research, health, science, etc.).

Location

- Include a location or denote that your event will take place virtually, or both.

Date and Time

- Use the following format: Month DD, YYYY from HH:MM - HH:MM AM/PM (time zone). Be careful to select the correct time zone.
- **Example**: May 10, 2022 from 1:00 - 3:00 pm (Eastern)

Event Image

- Use the approved EPA seal or approved EPA program logo (such as Energy Star, Water Sense, or DfE).
  - OWC has prepared a general use image: Get the properly-sized EPA seal (JPG).
- Do not use other graphics or images unless approved by your Web Council representative. For instance, for events jointly sponsored by EPA and other agencies, it will often make sense to use both EPA's seal and another sponsoring agency's seal. It is important that the EPA identifier and partner agency's identifier are the same graphic style - they should both be logos or both be seals, etc. Consult your ethics official before using any non-governmental logos.
  - Use the following guidelines to get the highest quality event image:
    - Dimensions: Find at least a 2160 x 1080px (2:1 ratio) image. A 2:1 ratio image is a horizontal or landscape image that's twice as wide as it is tall (or close to that ratio).
    - File Type: Pictures with file types JPEG/JPG, BMP, PNG, or GIF work best.
    - File Size: Use a photo that's no larger than 10MB.
    - Avoid images that have a lot of text, logos, or hard to read text (like an event flier). The additional information in the photo can distract attendees when viewing it on your event listing, our search directory, and other promotional tools.

Required Reasonable Accommodation and Privacy Statements

Captioning must be provided for all EPA events. Information about how to request additional accommodations, including language translation services MUST be provided in the Event Description. A statement about the registrant's privacy must also be included.

The paragraph below must be the first item so it appears as close as possible to the registration button.

- **"Captioning will be provided for this event. If you require special accommodations, including live translation into a language other than English, please contact** (POC in the program office) **at** (Phone number AND email) **by** (Date - typically 1 week before the live event) **to make arrangements."**
- Place this statement immediately following the accessibility/translation statement in the description box, in bold: **"Note: EPA will use your registration information solely for this event. We will not share your information with any third party."**

The translated text of the two bullets above must also be provided on your event page.

سـتُوفر التسميات التوضيحية لهذه الفعالية. إذا كنت تحتاج إلى تجهيزات خاصة، بما فيها الترجمة الحية إلى لغة أخرى غير الإنجليزية، فيرجى الاتصال بـ [XXX] على [XXX] بحلول [XXX]لإجراء الترتيبات اللازمة.

ملاحظة: لن تستخدم وكالة حماية البيئة معلوماتك للتسجيل إلا لهذه الفعالية. ولن نشارك معلوماتك مع أي طرف ثالث.

本次会议将提供字幕。如果您需要我们提供特殊的便利服务，包括同声传译到非英语的语言，请联系 [XXX] 进行相关安排，联系方式：[XXX]，[XXX]。

注：EPA 仅会将您的注册信息用于本次会议。我们不会将您的信息与任何第三方分享。

本次會議將提供字幕。如果您需要特殊的便利服務，包括同步口譯 (譯為非英文的語言)，請聯絡 [XXX] 進行相關安排，聯繫方式：[XXX]，[XXX]。

注意：EPA 僅會將您的註冊資訊用於本次會議。我們不會將您的資訊與任何第三方分享。

Yo pral bay soutit pou evènman sa a. Si ou bezwen aranjman espesyal, tankou tradiksyon an dirèk nan yon lang ki pa Anglè, tanpri kontakte [XXX] nan [XXX] nan [XXX] pou fè aranjman.

Remak: EPA pral sèvi ak enfòmasyon enskripsyon ou yo sèlman pou evènman sa a. Nou p ap pataje enfòmasyon ou yo avèk okenn tyès pati.

본 행사에는 자막이 제공될 예정입니다. 영어 외 언어 실시간 번역 등 특별 숙박 서비스가 필요하신 경우, 조치 시행을 위해 [XXX]를 통해 [XXX]의 [XXX]로 연락해 주십시오.

참조: EPA는 귀하의 등록 정보를 본 행사를 위해서만 사용할 것입니다. 귀하의 정보를 제3자와 공유하지 않을 것입니다.

Este evento terá legendas. Caso necessite de acomodações especiais, tradução simultânea do inglês a outros idiomas, fale com [XXX] em [XXX] por [XXX] para verificar disponibilidade.

Nota: a EPA usará as informações do seu cadastro somente para este evento. Suas informações não serão compartilhadas com terceiros.

На этом мероприятии будут предоставлены субтитры. Если вам требуется спецразмещение, включая живой перевод на другие языки, свяжитесь с [XXX] по [XXX] до [XXX] для того, чтобы об этом договориться.

Примечание: EPA будет использовать информацию, полученную от вас во время регистрации, только для этого мероприятия. Мы не будем делиться вашей информацией с третьими сторонами.

Se proporcionarán subtítulos para este evento. Si necesita servicios especiales, incluida la traducción en vivo a un idioma distinto del inglés, comuníquese con [XXX] en [XXX] antes de [XXX] para hacer los arreglos necesarios.

Nota: La EPA utilizará su información de inscripción únicamente para este evento. No compartiremos su información del estudio con con ningún tercero.

May captioning na ipagkakaloob para sa event na ito. Kung kailangan mo ng mga espesyal na accommodation, kasama na ang live translation sa wika maliban sa Ingles, mangyaring makipag-ugnayan sa [XXX] sa [XXX] sa pagsapit ng [XXX] para makipag-ayos.

Tandaan: Gagamitin ng EPA ang iyong rehistrasyon para lang sa event na ito. Hindi namin ibabahagi ang iyong impormasyon sa anumang ikatlong panig.

Phụ đề sẽ được cung cấp cho sự kiện này. Nếu bạn yêu cầu để có các thích nghi đặc biệt, bao gồm cả bản dịch trực tiếp sang một ngôn ngữ khác ngoài tiếng Anh, vui lòng liên hệ với [XXX] tại [XXX] trước ngày [XXX] để thu xếp.

Ghi chú: EPA sẽ chỉ sử dụng thông tin đăng ký của bạn cho sự kiện này. Chúng tôi sẽ không chia sẻ thông tin của bạn với bất kỳ bên thứ ba nào.

Refer to the [Webinar/Event Setup Checklist](#) for important information about how to secure reasonable accommodations for your event.

Event Description

After the privacy and accommodations statements, include information about the event such as:

- The EPA program, region, or office hosting the event
- Who should attend
- What will be covered at the event
- Any special instructions attendees should follow (for example, how to log in if it's a webinar, or materials to read beforehand)
- Information and/or links to relevant EPA programs

Registration Information and Records

Collect only information you need to accomplish your business purpose for this event:

- Typically, name and email address should be the only required registration fields for attendees.
- **If you don't have a specific need and planned use for additional information, don't collect it**.

If you need to create custom questions, work with [EPA's Privacy Office](#) to ensure you are following privacy requirements. Note: use custom questions only to collect information you need to conduct the event. Do not use custom questions to collect information to make decisions or otherwise support EPA's mission.

Determine whether you need a record of registrants' information. **Do not share information unless it is allowable under** [this process (Privacy Act System of Records notice EPA-67)](#) `EXIT` . If you have any privacy questions, stop and contact [EPA's privacy officer](#), before continuing. Generally, do not share registrants' information with anyone who does not need it to perform their official duties.

If you determine that you do need a record of registrants' information, go to your Dashboard and download an attendee summary or other reports as necessary. **Manage the record, along with other records from the event, per records management requirements.**

[Contact Us](#) to ask a question, provide feedback, or report a problem.

Related Topics: Web Guide

CONTACT US

Facebook and Twitter Guidance

Please Note
This is EPA Guidance for how EPA uses Facebook and Twitter. Other agencies and organizations may use social media differently. **Note:** Remember that your official activities on-line are subject to the ethics regulations `EXIT` as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility, privacy, cookies, and writing style apply to social media tools as well. References to these are included at the end of this document.

On this page:

- What are Facebook and Twitter?
- Facebook Groups
- Image and Video Requirements
- What to post
- What not to post
- QA/QC checklist
- Security
- Approvals and Posting
- Recordkeeping

What are Facebook and Twitter?

Facebook and Twitter are platforms that allow EPA to engage with the public and share news and information. Facebook and Twitter allow us to share information with people who use these platforms, but may not engage with the government in more formal, traditional ways or visit our website.

Note: EPA uses Facebook pages to distribute information to our followers. Facebook pages are different from Facebook profiles in that Facebook does not allow organizations like EPA to have profiles; instead businesses and organizations use pages.

Facebook Groups

Facebook groups should not be used for EPA business as it presents potential compliance issues related to the Federal Advisory Committees Act (FACA).

Image and Video Requirements

The links below outline the requirements for images and videos for Social Studio:

- [Image Requirements](#) `EXIT`
- [Video Requirements](#) `EXIT`

What to Post

- News and other timely information, like agency announcements and press releases
- Multimedia content, like photos, graphics, infographics, and videos
- Information about EPA's programs and work
- Tips and information about what people can do to help protect their health and the environment

What Not to Post

- Technical or complicated information
- Information that is not public
- Content that is not appropriate for the general public
- Content that is not relevant to EPA
- Information from organizations that are not partners with EPA in some way (e.g. grantee, MOU signatory, etc.)
- Images or videos that we do not have the rights to, including those featuring children without proper consent forms/permissions obtained.

QA/QC Checklist

The following checklist should be used by social media managers when reviewing content for posting:

- Adherence to Plain Writing standards
- Post content is free of spelling/grammar errors
- Tagged/linked entities have a formal relationship with EPA
- Tags/@mentions of political persons are of their official government accounts
- News stories or videos that are linked to are non-partisan, aren't fundraising-related, and relate to the work EPA does
- Images/videos relate to and support content
- Images containing text are free of spelling/grammar errors
- Images contain alt text (508)
- Videos incorporate EPA branding standards
- Videos include captions matching narration (508)
- Video captions are free of spelling/grammatical errors

Security

Facebook

- Change your Facebook password on a regular basis.
- When someone leaves your social media team, be sure to remove their access to the Facebook page.

Twitter

- Passwords must be changed quarterly. They should consist of random characters.

- Associate the Twitter account with an EPA email and a cell phone number.
  - If someone leaves your office and no longer works with a Twitter account, replace the associated email and cell phone with an employee who does.

Approvals and Posting

- All posts should be reviewed by a Public Affairs Director or Communications Director. Posts should then be routed to OPA for review before posting via Salesforce Social Studio.
- In emergency situations, posts can be published without OPA review, but should still be approved by a Public Affairs Director or Communications Director.

Recordkeeping

To comply with EPA's Managing Social Media Records Procedure, conduct the following steps annually before the end of each fiscal year:

1. Download the Twitter account data `EXIT` or Facebook data in classic view `EXIT` or in the Facebook new page experience by following these directions: click the three dots on the page you are managing, select Page & Tagging Settings, then Facebook Page Information, then 'Download Profile Information.' It may take a day or two for the data to become available.
2. Save the file to your EPA OneDrive.

   a. Right click the file and navigate the dropdown menu to >> Send to >> EZ Records Shared. Select the "EZ Records Shared" option.
3. Check the "EZ Records Shared" folder on your Desktop to make sure the file was copied to it.
4. In the "EZ Records Shared" folder, when the file's name has changed to include the prefix "ez" in the name, that indicates the file has become a record. This may take a few days.

References

EPA Accounts

- EPA's main Facebook page `EXIT`
- EPA's main Twitter account `EXIT`
- EPA Social Media Platforms

Ethics

- Ethics `EXIT` (Office of General Counsel Web site)
- Standards of Ethical Conduct `EXIT` for Employees of the Executive Branch, 5 C.F.R. Part 2635
- Federal conflict of interest statutes `EXIT` at Title 18 of the United States Code
- Hatch Act `EXIT` as implemented by 5 C.F.R. Part 734

EPA Policy

- Privacy
- Accessibility: Section 508, Rehabilitation Act of 1973 as amended

Guidance

- Writing Style Web Standard
- Representing EPA Online Using Social Media
- Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (PDF) `EXIT` (7 pp, 83K): OMB's memorandum on

how and when to apply PRA to social media

Additional Resources

- The Web Guide is the authoritative source for website and applications at EPA.
- The Information Collection Request Center describes information collection requirements imposed on the public by the EPA.
- Special Terms of Service Agreements have been negotiated with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account.

Contact Us to ask a question, provide feedback, or report a problem.

Related Topics: Web Guide

Flickr Guidance

Please Note

Disclaimer: This is EPA Guidance for how EPA uses Flickr. Other agencies and organizations may use social media differently.

Note: Remember that your official activities on-line are subject to the ethics regulations as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility , privacy, external site links, cookies, and writing style apply to social media tools as well. References to these are included at the end of this document.

On this page:

- What is Flickr?
- How does EPA use and organize Flickr?
- How to choose photos for Flickr
- What to provide with each photo
- How to submit photos
- References

What is Flickr?

Flickr is an online photo sharing community that EPA has used since 2008 to visually engage the public with our mission. It allows EPA staff to share images of the work they do with the general public. Once a photo is posted it is available for the world to see.

How does EPA Use and Organize Flickr?

EPA staff photo submissions

On our Flickr account EXIT , we post photos of EPA events, staff in the field, and responses to environmental incidents. Our goal is to put a human face on our agency and provide the public with an idea of the work we do on a daily basis at EPA to accomplish our priorities and efforts.

Organization of photos in EPA's Flickr account

Flickr organizes photos in albums known as "sets". EPA sets are organized by the main theme that would make the most sense externally to tell a story about our work. A set might not be about a single region, office, or program, but one that pulls in content from various sources. This approach reflects the One EPA Web principles.

How to Choose Photos for Flickr

As new photos are added, each will be reviewed according to the question: What does it say about EPA? We are looking for informative photos with compelling descriptions that give the public a glimpse of what EPA does and why it is important.
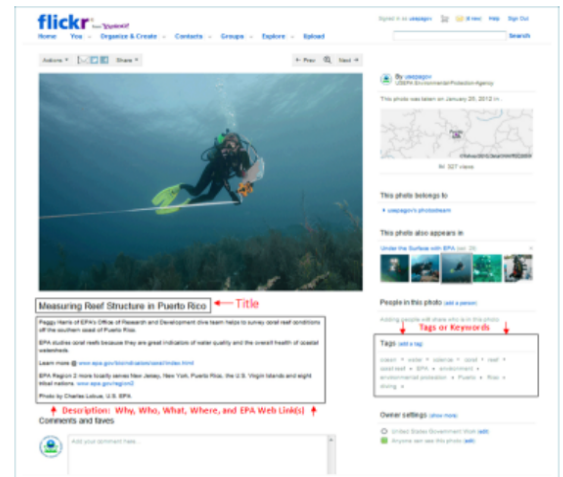
What works on Flickr

- Action: Staff in the field, in the lab, taking samples, responding to an incident.
- Public events: Engaging photos that show EPA in the field or at events working with communities and stakeholders to accomplish our mission. Photos of events should have a strong area of focus, provide context and help tell EPA's story.
- Equipment: Sampling equipment, environmental monitoring capabilities such as with our air monitoring equipment.
- EPA Content: For example: e-waste, stormwater, CFLs.
- Infographics: Artwork, usually a series, that conveys key points of EPA information in a succinct, engaging way. (Infographics are approved and developed separately from EPA's Flickr process, generally as part of a larger campaign.) Example: Asthma infographic series EXIT .

Types of photos to avoid

- General room shots: Photos without an area of focus do not add to the story we're trying to tell.
- Photos without context: All photos on Flickr need to stand alone and tell a meaningful story about EPA. The description can add some context, but it's better to provide as much as possible in the photo itself.
- VIP event group shots: This type of photo tends to have a narrow audience and is not interesting to the general public.
- Multiple similar images: Instead, provide a limited number of high quality photos that represent the story you want to share.
- Photos not taken by an EPA photographer or staff member, or for which EPA doesn't hold the copyright or have the copyright holder's permission to use.

What to provide with each photo

1. **Title**: Provide a draft title with each photo.
2. **More Description:**
   - **Why**: Explain why this story is important to the viewer.
   - **Who**: List all recognizable people in the photos and their role/title. Identify the groups and/or stakeholders that may be represented and involved.
   - **What**: Explain what is going on in the photo.
   - **Where**: Photos with specific location detail can be mapped.
   - **When**: Date the photo was taken.
3. **EPA web link(s)**: Links to EPA or other government websites for viewers to learn more information.
4. **Keywords or "tags"**: List keywords or phrases that can be associated with the image. This allows Flickr users to find our images by topic or location.

Example of Good Quality Photo Content on Flickr. This screen shot illustrates what to provide with each photo being uploaded to EPA's Flickr site.

How to submit photos

EPA has a single Flickr account managed by the Office of Web Communications. Work with your Communications Director (headquarters staff and programs) or your Public Affairs Director (regional staff) to get your content submitted for review, approval and posting.

All

Coordinate with your designated contact to ensure that your respective public affairs office is aware of the request. This will help to ensure that the proper notifications occur and that we maximize the outreach and publicity that can be associated with the photos.

When you have photos to upload to EPA's Flickr account, please allow enough time for the Office of Web Communications to review the

When you have photos to upload to EPA's Flickr account, please allow enough time for the Office of Web Communications to review the request. Allow as much as two weeks for us to review your submission and to work with you on any edits. Please don't promise or commit to having the photos in Flickr by a particular date until you have contacted us.

If you want to link to EPA's Flickr social media account using an image, please use the approved icon below:

- PNG: ●● at https://www.epa.gov/sites/default/files/styles/thumbnail/public/2016-03/socmed_flickr.png

References

EPA Accounts

- EPA's Flickr account `EXIT`

Ethics

- Ethics `EXIT` (Office of General Counsel Web site)
- Standards of Ethical Conduct `EXIT` for Employees of the Executive Branch, 5 C.F.R. Part 2635
- Federal conflict of interest statutes `EXIT` at Title 18 of the United States Code
- Hatch Act `EXIT` as implemented by 5 C.F.R. Part 734

EPA Policy

- Privacy
- Accessibility : Section 508, Rehabilitation Act of 1973 as amended

Guidance

- External site links Web Standard
- Writing Style Web Standard
- Representing EPA Online Using Social Media
- Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act `EXIT` : OMB's memorandum on how and when to apply PRA to social media

Additional Resources

- The Web Guide is the authoritative source for Web sites and applications at EPA.
- The Information Collection Request Center describes information collection requirements imposed on the public by the EPA.
- Special Terms of Service Agreements have been negotiated with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account.

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Related Topics: **Web Guide**   CONTACT US

GitHub Guidance

Please Note

Note: Remember that your official activities on-line are subject to the ethics regulations as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility, privacy, external site links, cookies and writing style apply to social media tools as well. References to these are included at the end of this document.

Overview

EPA's GitHub guidance provides the policies and statutes that impact the agency's use GitHub. It also outlines topics related to accessing and using EPA's GitHub Enterprise (GitHub.com/USEPA), including user types, roles, permissions, and structure.

What is GitHub?

GitHub is a third-party website that offers version-controlled repositories that developers and scientists can use to collaborate on projects (e.g., software, text, manuscripts, etc.) in real-time. GitHub also provides social networking features that allow developers to follow open-source projects, share code and learn how code changes are made throughout the development process. GitHub is so named because it utilizes the open-source version control system (VCS) known as Git.

EPA utilizes GitHub Enterprise Cloud which offers unlimited public and private repositories. Access to private repositories and administrative privileges require a GitHub Enterprise license. All EPA staff interested in using GitHub for agency work must utilize the agency account rather than creating accounts for individual offices, programs, or projects.

- Set Up Git [EXIT]
- Git Basics [EXIT]

Who May Use the EPA GitHub Account?

The Agency, as the primary account holder, controls access to public and private EPA repositories.

EPA Staff

Any EPA employee may create an account and contribute to USEPA GitHub repositories. It is recommended that all EPA employees associate their EPA email with their EPA GitHub account and is necessary for licensed users. EPA staff members should review the How To Purchase a GitHub Enterprise License 2021 [EXIT] guidance to understand whether they will need a GitHub Enterprise license. The document provides guidance on what types of users need licenses and the process to purchase and allocate the licenses within EPA's GitHub Enterprise. Those that do not require a license will be added as an outside collaborator within the USEPA organization.

Credentialed contractors

Credentialed contractors should also review the GitHub Enterprise License Guidance linked above. Credentialed contractors may also be licensed users within EPA's GitHub Enterprise. Should a credentialed contractor require a license, the organization the contractor is supporting will be responsible for the procurement of the license on behalf of the contractor. Contractors without credentials and an epa.gov email address cannot be added as members of the org but can be added as outside collaborators. EPA is not responsible for any information that a contractor provides to GitHub to establish an account (such as usernames or other information that could be PII).

Outside collaborators

Outside collaborators are a category of users within GitHub that are not members of the USEPA org. Outside collaborators do not require a license to be added and contribute to public repositories. Outside collaborators added to private repositories do require a license. Licenses for outside collaborators will need to be purchased by the office the collaborator is supporting. EPA Repository Administrators may grant access to outside partners such as university, federal, state, non-governmental organization partners, and other similar stakeholders to participate in EPA repositories. Similarly, EPA staff and credentialed contractors may be added as outside collaborators when they do not require a license. EPA is not responsible for any information that an outside collaborator provides to GitHub to establish an account (such as usernames or other information that could be PII).

Roles and Permissions

Roles available within EPA's private and public code repositories are:

- Collaborator
  - An unlicensed user who contributes to a particular project
- Licensed User (Organization Member)
  - An EPA employee or credentialed contractor who has a purchased a GitHub Enterprise License
- Repository Administrator
  - A licensed user with administrative permissions in a repository who manages the permissions and access of a repository
- Team Maintainer
  - A licensed user who maintains teams within the USEPA org
  - Teams are groupings of users that all share access to their team's repositories
- Org Owner
  - Manages members of the Organization
  - Manages repositories
  - Manages teams
  - Manages user licenses
  - Manages organization secrets

See more on GitHub's Roles in an Organization EXIT page

USEPA Organization

EPA houses all our repositories from every program and region in one organization, /USEPA. This org is managed by many Org Owners who each represent a particular program or region.

Find your Org Owner on the GitHub Org Owner and Councilmember EXIT list.

Contact your program or region's Org Owner to be added as a new licensed user or with requests for privileged roles such as Repository Administrator or Team Maintainer. Org Owners also are responsible for managing secrets and anything else that spans repositories and teams.

Repository Management

The responsibilities and procedures related to the management of a Public or Private GitHub Enterprise Code Repository are located on Developer Central in the How to Get Started page. The topics addressed are:

- Prerequisites for repository creation.
- Guidance on selecting an open-source license for the repository.
- The files required to be included in a repository.
- General responsibilities related to repository management.

Open-Source Code Policy

OMB's Federal Source Code Policy states all new custom-code developed by Federal Agencies must be available and reusable as open-source code. Please read EPA's Interim Open-Source Code Guidance to learn about how EPA team are creating and sharing code. GitHub Enterprise is the agency's primary open-source code repository and is regulated to ensure compliance with all the necessary statutes.

All code in EPA public repositories to be accompanied by an open-source license. We recommend the MIT License (MIT). Projects that utilize 3rd party support to develop code must first confirm that the Agency has rights to redistribute source code. Projects that start from other open-source code inherit the license of the source code. Should the MIT License not be appropriate for your project, contact github@epa.gov for approval.

Code Ownership

EPA should ensure ownership for all the code developed for EPA. Developers (federal employees or contractors) writing code for EPA should be doing so in an EPA owned repository (GitHub) and with an open-source license. Development in collaboration with other federal agencies, states, tribes, or other collaborators should happen in EPA's GitHub Enterprise when EPA is the primary partner.

For previously developed applications that were developed by third-party contract support, especially in the contractor's own repository, it is the responsibility of the GitHub user to confirm that EPA has ownership rights to the application source code. Even if EPA has certain data rights guaranteed through a negotiated contract, it may not have full rights to redistribute source code to the public. To find out what rights EPA has to an application's source code, take the following steps:

- Contact the Contracting Officer (CO) responsible for the contract that authorized development of the application.
  - The CO will confirm whether the contract includes the appropriate data rights clauses. FAR Clause 52.227-17, Rights in Data-Special Works EXIT, gives the Agency rights to redistribute source code, whereas FAR Clause 52.227-14, Rights in Data-General, does not apply to computer software. For open-source development, EPAAR 1539.2 Open Source Software EXIT and EPAAR 1552.239-71 Open Source Software EXIT clauses are also relevant.
- If the CO determines that the necessary clauses were not included in the contract, you can either:
  - Request that the appropriate clauses be added to the contract [Note: this is a bilateral process requiring the express permission of both EPA and the contractor.]
  - Request written permission from the contractor to publish the software code as open source.
- Once the GitHub user confirms that EPA has the right to publish the application as open source, they may then upload the code to a GitHub repository. However, the repository must also include a copy of an EPA-authorized open-source license.

Ownership in Public, Open-Source Development Projects

Code ownership claim issues can arise from both contracted development work and open-source development. EPA open-source repositories require certain artifacts and disclaimers be added to our repositories to ensure there are no issues related to ownership claims of code developed for EPA. An open-source license, contributing policy, and disclaimer outline the ways in which the repository owner (and EPA) allow the public to interact with the public code. These same files are necessary in contracted development projects and should be updated in accordance with agreed upon contract language. Visit EPA Developer Central's How to Get Started for more info and examples of the stated, necessary artifacts.

What Not to Post

When considering what content to post on GitHub, no distinction whatsoever should be made between the public and private GitHub repositories. The private repositories are only meant to provide a closed environment for working projects not yet ready for public use and should never contain sensitive code.

For questions about EPA's GitHub account or this guidance document, please contact github@epa.gov

Follow Federal Requirements

Section 508

While code is generally text-based, EPA must make every effort to comply with Section 508, even for content placed on GitHub Enterprise. To provide access in cases where EPA content on GitHub Enterprise may be not accessible, the repository owner may need to work with the person who has accessibility concerns to provide means of alternative access to the information. For specific questions or help on accessibility, please contact section508@epa.gov.

Records

GitHub is not a record keeping system. Generally, code itself is not a record. However, data and records related to the development of code usually are. Your Records Liaison Officer can help you to determine the most appropriate methods to capture and maintain records. For additional guidance, contact records@epa.gov.

References

Definitions

GitHub is a third-party website that offers code repositories that developers can use to collaborate on software development projects in real-time. GitHub also provides social networking features that allow developers to follow open-source projects, share code and learn how code changes are made throughout the development process. GitHub is so named because it utilizes the open-source version control system known as Git.

Repositories are the most basic element of GitHub. They are easiest to imagine as a project's folder. A repository contains all of the project files (including documentation) and stores each file's revision history. Repositories can have multiple collaborators and can be either public or private.

Ethics

- Ethics (Intranet) (Office of General Counsel Website)
- Standards of Ethical Conduct EXIT for Employees of the Executive Branch, 5 C.F.R. Part 2635
- Federal conflict of interest statutes EXIT at Title 18 of the United States Code
- Hatch Act EXIT as implemented by 5 C.F.R. Part 734

EPA Policy

- Privacy
- Accessibility: Section 508, Rehabilitation Act of of 1973 as amended

Guidance

- External site links
- Writing style Web Standard

Additional Resources

- The Web Guide is the authoritative source for websites and applications at EPA.
- The Information Collection Request Center describes information collection requirements imposed on the public by EPA.

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Related Topics: Web Guide

CONTACT US

Instagram Guidance

Please Note

Disclaimer: This is EPA Guidance for how EPA uses Instagram. Other agencies and organizations may use social media differently.

Note: Remember that your official activities on-line are subject to the ethics regulations as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility, privacy, cookies, and writing style apply to social media tools as well. References to these are included at the end of this document.

On this page:

- What is Instagram
- How does EPA Use Instagram
- What to share on Instagram
- What not to post on Instagram
- How to get photos and videos posted on EPA's Instagram account
- What to submit with your photos or videos
- Considerations and 508 for Captions
- References

What is Instagram?

Instagram is a social network that allows users to share photos, images, and short videos from their mobile phones. The Instagram app lets users edit and apply filters to multimedia content before they share it.

How does EPA Use Instagram?

EPA has one Instagram account managed by the Office of Web Communications. We use Instagram to share timely photos and videos of our work. Our goal is to share with the public what we're doing in the field, communities, etc. today. We also share infographics and other images on this social network.

What to share on Instagram

- Photos or short videos of EPA officials and staff out in the field, at events, and working in communities.
  - EPA staff sampling and doing work in the field, EPA officials interacting with people and communities, etc.
- Square shareable infographics that are well designed and have a good focus.
- Photos must be shared in a timely manner.

What not to post on Instagram

- General room shots: Photos without an area of focus do not add to the story we're trying to tell.
- Posed photos and group shots.
- Multiple similar images: Instead, share limited number of high quality photos that represent the story you want to tell.
- Photos not taken by an EPA photographer or staff member, or for which EPA doesn't have rights to use.
- Complicated infographics with lots of facts and figures.

Note: All videos posted to EPA social media accounts, including Instagram, must be approved by either the Office of Multimedia via PROTRAC for produced videos or by the appropriate Public Affairs Director (regional staff) or Communications Director (headquarters staff and programs) for In the Moment Videos (for offices and regions approved for this type of video).

How to get photos and videos posted on EPA's Instagram account

EPA has a single Instagram account managed by the Office of Web Communications. Work with your Communications Director (headquarters staff and programs) or your Public Affairs Director (regional staff) and Web Council representative to get your photos or videos submitted for review, approval and posting. We will work quickly to get all requests reviewed and posted in a timely manner. (Note: You don't need approval from headquarters to post unedited photos may be posted to regional and program Facebook and Twitter accounts.)

What to submit with your photos or videos

Each photo or video submitted for posting to EPA's Instagram account should have a good caption to accompany it. The caption should provide context, add value, and address any 508 concerns (see next section). Captions should be as short and concise as possible. (Remember, Instagram is a multimedia platform, people are interested in seeing EPA's photos, images, and videos, not reading long explanations.)

See examples on EPA's Instagram Account EXIT .

Considerations and 508 for Captions

At this time, Instagram does not have the ability to upload or properly display captions for videos. To make the content of the video accessible, write the Instagram caption so that the reader understands the message of the video if they are not able to hear the sound. The Instagram caption does not need to be a verbatim transcript nor a full description of all visual and audio content in the video, but it needs to cover all the important details the video is conveying. The caption should answer the question: What is the point of this video?

References

EPA Accounts

- EPA on Instagram EXIT
- EPA Social Media Platforms

Ethics

- Ethics (Office of General Counsel Web site)
- Standards of Ethical Conduct EXIT for Employees of the Executive Branch, 5 C.F.R. Part 2635
- Federal conflict of interest statutes EXIT at Title 18 of the United States Code
- Hatch Act EXIT as implemented by 5 C.F.R. Part 734

EPA Policy

- [Privacy](#)
- [Accessibility](#): Section 508, Rehabilitation Act of 1973 as amended

Guidance

- [Writing Style](#) Web Standard
- [Representing EPA Online Using Social Media](#)
- [Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (PDF)](#) `EXIT` (7 pp, 83K): OMB's memorandum on how and when to apply PRA to social media

Additional Resources

- The [Web Guide](#) is the authoritative source for Web sites and applications at EPA.
- The [Information Collection Request Center](#) describes information collection requirements imposed on the public by the EPA.
- Special [Terms of Service Agreements](#) have been negotiated with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account.

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Related Topics: **Web Guide**   CONTACT US

LinkedIn Guidance

Please Note

This is EPA Guidance for how EPA uses LinkedIn. Other agencies and organizations may use social media differently.

Note: Remember that your official activities on-line are subject to the ethics regulations EXIT as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility, privacy, cookies, and writing style apply to social media tools as well. References to these are included at the end of this document.

On this page:

- What is LinkedIn?
- LinkedIn Groups
- Submitting Posts to EPA's LinkedIn Page
- Image and Video Requirements
- What to Post
- What Not to Post
- QA/QC Checklist

What is LinkedIn?

LinkedIn is a social media platform that is used mainly for professional networking. Users can create profiles, connect to others in their professional network, share announcements, post jobs, and apply for jobs. EPA has a company page, which allows it to advertise job announcements, webinars and other notices. Users in LinkedIn can follow EPA's page.

LinkedIn Groups

LinkedIn groups should not be used for EPA business as it presents potential compliance issues related to the Federal Advisory Committees Act (FACA).

Submitting Posts to EPA's LinkedIn Page

Offices who want to post job vacancies to the agency LinkedIn page will need to submit the content to the Office of Mission Support via the LinkedIn submission form EXIT . All other LinkedIn requests can be submitted directly to OWC via Salesforce Social Studio in the EPA - Main workspace.

Image and Video Requirements

The links below outline the requirements for images and videos for Social Studio:

- [Image Requirements](#) `EXIT`
- [Video Requirements](#) `EXIT`

What to Post

- Job announcements
- Webinars that provide guidance on how to apply for EPA jobs or improve in your current job
- Staff profiles
- Multimedia content like photos, graphics, infographics and videos

What Not to Post

- Technical or complicated information
- Information that is not public
- Content that is not appropriate for the general public

QA/QC Checklist

The following checklist should be used by social media managers when reviewing content for posting:

- Adherence to Plain Writing standards
- Post content is free of spelling/grammar errors
- Tagged/linked entities have a formal relationship with EPA
- Tags/@mentions of political persons are of their official government accounts
- News stories or videos that are linked to are non-partisan, aren't fundraising-related, and relate to the work EPA does
- Images/videos relate to and support content
- Images containing text are free of spelling/grammar errors
- Images contain alt text (508)
- Videos incorporate EPA branding standards
- Videos include captions matching narration (508)
- Video captions are free of spelling/grammatical errors

References

EPA Accounts

- [EPA's main LinkedIn page](#) `EXIT`
- [EPA Social Media Platforms](#)

Ethics

- [Ethics](#) `EXIT` (Office of General Counsel Web site)
- [Standards of Ethical Conduct](#) `EXIT` for Employees of the Executive Branch, 5 C.F.R. Part 2635
- [Federal conflict of interest statutes](#) `EXIT` at Title 18 of the United States Code
- [Hatch Act](#) `EXIT` as implemented by 5 C.F.R. Part 734

EPA Policy

- [Privacy](#)

- Accessibility: Section 508, Rehabilitation Act of 1973 as amended

Guidance

- Writing Style Web Standard
- Representing EPA Online Using Social Media
- Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (PDF) `EXIT` (7 pp, 83K): OMB's memorandum on how and when to apply PRA to social media

Additional Resources

- The Web Guide is the authoritative source for website and applications at EPA.
- The Information Collection Request Center describes information collection requirements imposed on the public by the EPA.
- Special Terms of Service Agreements have been negotiated with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account.

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Related Topics: Web Guide

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Nextdoor Guidance

Please Note
This is EPA Guidance for how EPA uses Nextdoor. Other agencies and organizations may use social media differently. **Note:** Remember that your official activities on-line are subject to the ethics regulations EXIT as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility, privacy, cookies, and writing style apply to social media tools as well. References to these are included at the end of this document.

On this page:

- What is Nextdoor?
- Management of Nextdoor
- What to Post
- What Not to Post
- Targeting Communities
- Accessibility
- Security
- Recordkeeping
- References

What is Nextdoor?

Nextdoor is a social media platform that allows EPA to engage with the public and share news and information in specific neighborhoods (More about Nextdoor EXIT). We are working toward each region having a page that allows it to distribute information to people in their locale on topics such as public notices, Superfund activities, emergency information, and general environmental tips. By default, neighbors in Nextdoor will receive EPA posts in their feed. Neighbors will have to purposely unsubscribe from an EPA region if they don't want to receive posts from that region.

Management of Nextdoor

Each region is responsible for developing its own approval process for posting updates to Nextdoor. HQ will generally not oversee the region's posts. Program offices will need to contact the appropriate region if they would like to send a message to neighbors in a specific location.

What to Post

Location specific information, such as:

Location specific information, such as:

- Public or community meetings.
- Notice of cleanups occurring at Superfund sites.
- Information pertinent to Superfund sites and human health.
- Response actions which affect communities/neighborhoods.
- Emergency notices.

General information, such as:

- EPA rules, regulations, or guidance that affect neighbors.
- Environmental tips to keep communities healthy and safe.

What Not to Post

- Technical or complicated information.
- Information that is not public.
- Broadcast messages to the entire region. (These should be used sparingly to avoid the appearance of spamming users.)

Targeting Communities

Nextdoor automatically allows you to select states, counties, and community-defined neighborhoods as target audiences. To target areas such as Superfund communities, tribal communities, or communities with environmental justice concerns, create a custom map file and submit it to Nextdoor.

Accessibility

Nextdoor does not have built-in accessibility features to meet Section 508 requirements.

- Include image descriptions at the end of posts when using images.
- Link to videos on YouTube instead of uploading them to Nextdoor or upload only open-captioned versions of videos.

Security

- Change your Nextdoor password on a regular basis.
- When someone leaves your Nextoor team, be sure to remove their access to the Nextdoor page.

Recordkeeping

To comply with EPA's Managing Social Media Records Procedure, conduct the following steps annually before the end of each fiscal year:

1. Download the Nextdoor account data EXIT .
2. Save the file to your EPA OneDrive.

    a. Right click the file and navigate the dropdown menu to >> Send to >> EZ Records Shared. Select the "EZ Records Shared" option.
3. Check the "EZ Records Shared" folder on your Desktop to make sure the file was copied to it.
4. In the "EZ Records Shared" folder, when the file's name has changed to include the prefix "ez" in the name, that indicates the file has become a record. This may take a few days.

References

EPA Accounts

- EPA Social Media Platforms

Ethics

- Ethics `EXIT` (Office of General Counsel website).
- Standards of Ethical Conduct `EXIT` for Employees of the Executive Branch, 5 C.F.R. Part 2635.
- Federal conflict of interest statutes `EXIT` at Title 18 of the United States Code.
- Hatch Act `EXIT` as implemented by 5 C.F.R. Part 734.

EPA Policy

- Privacy.
- Accessibility: Section 508, Rehabilitation Act of 1973 as amended.

Guidance

- Writing Style Web Standard.
- Representing EPA Online Using Social Media.
- Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (PDF) `EXIT` (7 pp, 83K): OMB's memorandum on how and when to apply PRA to social media.

Additional Resources

- Nextdoor for public agencies training manual `EXIT`
- The Web Guide is the authoritative source for website and applications at EPA.
- The Information Collection Request Center describes information collection requirements imposed on the public by the EPA.
- Special Terms of Service Agreements have been negotiated with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account.

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Related Topics: Web Guide

CONTACT US

Terms of Service Agreements

EPA negotiates special EPA-only agreements with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account. TOS agreements generally apply to the free version of these web-based tools/applications. Employees who wish to enter into a paid agreement with these services/websites must do so using their normal contract review/approval process which should involve a legal review of the paid terms.

- Who negotiates TOS agreements for EPA?
- What TOS agreements does EPA have?
- What do I do if my office wants to use one of the tools/sites on the list?
- What do I do if a tool/site my office wants to use is not on the list?
- Additional Information

Who negotiates TOS agreements for EPA?

EPA employees may not accept most standard, online TOS agreements. To do so binds the agency to terms which might be unacceptable, or illegal. EPA staff, managers, program or regional offices cannot negotiate these agreements on behalf of EPA. These agreements must be thoroughly reviewed and coordinated with the Office of General Counsel (OGC), the Office of Public Affairs (OPA), and the Office of Mission Support (OMS).

What TOS agreements does EPA have?

The list below shows the TOS amendments EPA has signed. EPA may or may not be actively managing an account with these platforms at this time. If you're interested in using **ANY** of the web-based tools for your program, please contact your Web Council Representative to discuss your options and coordinate with the OPA.

All of the links below exit this site.

- AddThis EXIT
- Bit.ly EXIT
- ClassMarker EXIT [1]
- Carto EXIT
- Disqus EXIT
- Eventbrite EXIT
- Facebook EXIT
- FeedBurner EXIT
- Flickr EXIT [2]
- Foursquare EXIT

- Google Analytics EXIT
- HootSuite EXIT
- IdeaScale EXIT
- IFTTT EXIT (If This Then That)
- Instagram EXIT
- IntenseDebate EXIT
- LinkedIn EXIT
- Meetup EXIT
- My Space EXIT
- Need to Meet EXIT

- Pinterest EXIT
- Plotly EXIT
- Qualtrics EXIT
- Reddit EXIT
- Scribd EXIT
- Shufflepoint EXIT
- Slideshare EXIT
- Snapchat EXIT
- SocialOomph EXIT
- Socrata EXIT

- SurveyMonkey EXIT [3]
- Trello EXIT
- Tweetdeck EXIT
- Twitter EXIT
- YouTube EXIT [2]
- Zenodo EXIT
- Zooniverse EXIT

1 ClassMarker incorporated GSA's Amendment into its standard online Terms EXIT . When you create an account using ClassMarker's online sign-up process the Terms you are agreeing to already incorporates the federal compatible Amendment.

2 For Flickr and YouTube, EPA has only one account.

3 SurveyMonkey incorporated GSA's Amendment into its standard online Terms `EXIT` . When you create an account using SurveyMonkey's online sign-up process the Terms you are agreeing to already incorporates the federal compatible Amendment.

What do I do if my office wants to use one of the tools/sites on the list?

Contact your Web Council Representative for approval. Your Content Coordinator will ensure that your project conforms to your program's goals, and will get approval from OPA's Office of Web Communications before you begin.

What do I do if a tool/site my office wants to use is not on the list?

Contact your Web Council Representative to discuss your concept — provide a written proposal for how the tool works for your project. If there are other web-based platforms that function similarly, provide a reason why you've chosen a specific tool/platform. Your Content Coordinator will discuss your request with OPA's Office of Web Communications. Please note that the process to coordinate/negotiate a new TOS agreement can take several months.

OPA, OMS and OGC will consider suggestions, but will not sign agreements unless these tools will be leveraged/useful to other offices across the agency. Regardless of whether EPA has signed an agreement, though, follow the normal web governance process: discuss all concepts with your Web Council Representative.

Employees who wish to enter into a paid agreement with a service/website that is not listed above must do so using their normal contract review/approval process, which should involve a legal review of the paid terms.

Additional Information

The TOS program at the U.S. General Services Administration (GSA) is no longer active. It also applied to no-cost tools only. While the items included on its Negotiated TOS Agreements webpage may still be active, Digital.gov is not able to add new agreements to the list. These agreements are not signed; rather, they are agreements GSA believes should work for all federal agencies. Each agency must sign its own agreement with the third party site to use the tool. Review the list of agreements GSA has signed. `EXIT`

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# YouTube Guidance

Please Note

Disclaimer: This is EPA Guidance for how EPA uses YouTube. Other agencies and organizations may use social media differently.

Note: Remember that your official activities on-line are subject to the ethics regulations as well as other federal and agency laws, policies and regulations. In addition, existing policies and guidance for accessibility , privacy, external site links, cookies, and writing style apply to social media tools as well. References to these are included at the end of this document.

On this page:
- EPA's YouTube Channel
- To Submit a Video
- References

EPA's YouTube Channel

EPA's primary YouTube channel is at https://www.youtube.com/user/USEPAgov EXIT . Adding your video to the agency's YouTube channel will help get it seen by a wide audience. Our YouTube channel is a supplement to epa.gov. As with all Web content, your video on epa.gov must be captioned following Section 508 (Rehabilitation Act of 1973 as amended, 29 U.S.C. 794d) requirements. As with all agency products, work with your content coordinator to have your video approved through the agency's product review process (PDF), while also ensuring that the video satisfies applicable ethics, policy, and guidance requirements (see the References section at the end of this document).

Before developing any social media content, please contact your Communications Director, Public Affairs Director, and/or Web Council member. For more information on the review and approval process for videos see the Review and Approval of Web Content page.

To Submit a Video

To submit your approved video for posting to the YouTube channel, the video should have gone through the PROTRAC product review process and been approved by your program office leadership, your Communications Director and/or Public Affairs Director, and the Office of Public Affairs. Use the YouTube entry description template below or at the YouTube Entry page on the intranet (DOCX) and submit it along with your video file (MP4 format preferred) and your .srt caption file for 508 compliance. You can contact Jini Ryan in the Office of Multimedia for assistance.

When submitting your video for posting to EPA's YouTube channel, please make sure that your submission is complete. Since videos cannot be posted without all of the requested information, please do not submit incomplete requests. If you are posting a Spanish language video, provide the information below in Spanish as well as in English. To ensure accurate posting, please wait to submit until you have all information required for the entry and all the files associated with your project.

Specific event or date for posting, if any*: If your video is tied to a press release or event, please alert the Office of Multimedia or the Office of Web Communications so we can try and accommodate your request.

YouTube Entry Information

Please use the provided template. If you do not follow the correct formatting, this information will be sent back to you for corrections, which will delay posting, review and release of your content. Thanks for your cooperation.

English Entry

- Title (*100 character limit*)
- 5-10 line description with URL(s) to promote. Your description MUST include the caption note at the top, and the EPA website URL and the comment policy notification at the bottom. Enter your description text where indicated.

Description

NOTE: If you need captions, please click the CC button on the player to turn them on.

[***enter your text here***]

For more about EPA: http://www.epa.gov/

We accept comments according to our comment policy: https://www.epa.gov/web-policies-and-procedures/epa-comment-policy

- Tag words - Separate tag words with commas, do not use bullets.

Spanish Entry

- Título (Límite de 100 caracteres)
- Una descripción de 5-10 líneas con la(s) dirección(s) URL para la promoción. Su descripción TIENE que incluir una nota sobre los subtítulos en la parte superior, y la dirección URL de la EPA y la notificación sobre la política de comentarios en la parte inferior. Ingrese el texto de su descripción en el lugar indicado.

Description

NOTA: Si necesita subtítulos, favor de hacer clic en el botón CC del reproductor de videos para ver el video.

[***Ingrese su texto aquí***]

Para más información en español acerca de la EPA: https://espanol.epa.gov/
Aceptamos comentarios conforme a nuestra política de comentarios:
https://www.epa.gov/web-policies-and-procedures/epa-comment-policy

- Palabras clave - Separe las palabras clave con comas, no utilice viñetas.

In-the-moment Videos

EPA program offices may capture sound bites at a press event for immediate amplification of their outreach efforts on a given topic. An in-the-moment video runs less than a minute and features one speaker. This type of video is not produced or edited, other than being trimmed at the beginning and end. The primary use for this type of video is social media sharing, immediately following a press event (within 24 hours). These videos can be approved by the Communications Director or Public Affairs Director and released through the program's social media channels. Please note that EPA branding (EPA logo or seal, as appropriate) must be attached to the video prior to posting. Videos to be shared through EPA's main YouTube channel must follow the same PROTRAC process as outlined above.

Training Videos/Webinars

EPA program offices may create training content for specific audiences. If the video features only a Power Point presentation with a voice over (for example, a training session captured on virtual meeting software like Microsoft Teams, Zoom, Adobe Connect, etc.), then the Communications Director or Public Affairs Director may approve the content and the approved content manager for the program office can upload the video to an authorized EPA YouTube channel. Training videos that include scripts, footage, on-camera presenters or animation, must be submitted in PROTRAC for review and approval.

Drupal Content Migration

Drupal Content Migration

Program offices that are currently building their web content in Drupal, and want to continue using video content currently on their sites, must review the materials for quality, appropriateness, accuracy and usefulness. If the program determines the video should migrate to the new web page, then the content manager for the program office is authorized to perform the upload. Please contact Angela Shogren in the Office of Web Communications for more information.

Video Guidance

The Office of Multimedia frequently provides guidance and tips for video production.

References

EPA Accounts

- Main YouTube Account: https://www.youtube.com/user/USEPAgov EXIT
- Embedding Privacy Enhanced YouTube videos in your page
- If you want to link to EPA's YouTube social media account using an image, please use the approved icon below:
  - PNG: at http://www2.epa.gov/sites/all/themes/epa/img/youtube.png

Ethics

- Ethics EXIT (Office of General Counsel Web site)
- Standards of Ethical Conduct EXIT for Employees of the Executive Branch, 5 C.F.R. Part 2635
- Federal conflict of interest statutes EXIT at Title 18 of the United States Code
- Hatch Act EXIT as implemented by 5 C.F.R. Part 734

EPA Policy

- Privacy
- Accessibility: Section 508, Rehabilitation Act of 1973 as amended

Guidance

- External site links Web Standard
- Writing Style Web Standard
- Representing EPA Online Using Social Media (PDF)
- Social Media, Web-Based Interactive Technologies, and the Paperwork Reduction Act (PDF) EXIT (7 pp, 83K): OMB's memorandum on how and when to apply PRA to social media

Additional Resources

- The Web Guide is the authoritative source for Web sites and applications at EPA.
- The Information Collection Request Center describes information collection requirements imposed on the public by the EPA.
- Special Terms of Service Agreements have been negotiated with various social media sites that resolve the legal issues with the standard Terms of Service (TOS) users have to agree to when setting up an account.

Contact Us to ask a question, provide feedback, or report a problem.